

## BabyCal Celebrates 7 Years of Perinatal Progress



LA's Best 7-year-olds led guests in singing "Happy Birthday" before blowing out the candles on the birthday cake.

California's First Lady Gayle Wilson, state representatives and community partners joined Los Angeles families at the Venice Family Clinic on August 11 to celebrate BabyCal's 7th Birthday. The celebration marked the Campaign's seven years of outreach to California families and its contribution to the state's improved healthy birth outcomes through established community-based organizations (CBOs) and corporate sponsors. Since the 1991 launch of BabyCal, California's infant mortality rate has decreased by 20 percent.

"BabyCal's seventh birthday is well worth celebrating because this Campaign has played a crucial role in giving thousands of California's babies a healthy start in life," said Mrs. Wilson, chairperson of the BabyCal Campaign.

Committed to promoting and providing access to prenatal care in California, Governor Wilson launched the BabyCal Campaign in 1991. Today, the Campaign's prenatal care messages reach 80 percent of all women in California through media relations and community outreach efforts. BabyCal's toll-free phone line (1-800-BABY-999) averages 5,600 calls each month. In addition, nearly one-third of California's women seek care earlier in their pregnancies and apply for available services due to the Campaign's efforts.

"One key reason why we're winning the battle against low birthweight and infant mortality is the support BabyCal receives from its network of CBOs. We are thankful for our CBOs' dedication in urging expectant women to practice healthy behaviors for themselves and their unborn babies," said State Health Director Kim Belshé.

Guest presenters at the event included: Irma Michel, Marketing and Eligibility Manager for the Managed Risk Medical Insurance Board, who shared information about the AIM program's partnership with BabyCal; Enriqueta Bedolla, an expectant mother who gave a testimonial on how BabyCal/Medi-Cal benefited her during her previous pregnancy; KTTV (FOX) weekend News Anchor Susan Hirasuna, who participated in an informative BabyCal prenatal care PSA, voiced her support of BabyCal; LA Dodgers' Outfielder Matt Luke, who supported the event through a congratulatory message delivered via a video appearance; and 25 energetic 7-year-olds from the LA's BEST After School Program.

BabyCal also welcomed the Venice Family Clinic as its newest CBO. Liz Forer, the clinic's executive director, shared her excitement about partnering with BabyCal to continue to improve the birth outcomes in their area.

A highlight of the event was the presentation of an oversized BabyCal birthday card by the LA's BEST 7-year-olds to thank Mrs. Wilson for her continued support and contribution to the BabyCal Campaign. The second graders also led guests in singing a lively rendition of "Happy Birthday" before the candles were blown out on a birthday cake shaped in the number "7."

BabyCal would like to extend special thanks to the following sponsors for their generous support of BabyCal's 7th Anniversary Event:

- KCET - provided books and posters for goodie bags that were given to LA's BEST children at the event.
- KTTV - Susan Hirasuna, newscaster, for joining in the event.
- LA's BEST After School Enrichment Program - coordinated participation and transportation of children, arranged the singing of "Happy Birthday," and presented Mrs. Wilson with the oversized BabyCal birthday card.
- McDonald's Operators Association of Southern California - provided Happy Meal vouchers and Tamagotchi toys for LA's BEST children.
- Venice Family Clinic - opened their community room for the BabyCal event.

# ***Monarchs and BabyCal Deliver Diapers to CBOs***

**A**s part of its ongoing partnership with BabyCal, the entire Sacramento Monarchs WNBA team joined state Department of Health Services Chief Deputy Director Joe Munso to deliver nearly 1,200 packages of diapers to 13 local community-based organizations (CBOs) serving low-income women and their families.

"We asked moms served by BabyCal CBOs what would be the best gift to give their babies a healthy start," said Munso. "And everyone agreed - diapers!"

This is the second consecutive year that BabyCal and the Monarchs have partnered to conduct the diaper deliveries. The Monarchs donated the proceeds from their May 31 exhibition game to purchase the diapers. Raley's and Bel Air, a Sacramento-based supermarket chain and ongoing supporter of BabyCal, matched the Monarchs' contribution to provide \$10,000 worth of diapers to local CBOs - doubling last year's amount and making the diaper contribution a huge success.

The diaper delivery's kick-off was held at the Samuel C. Pannell Meadowview Community Center on July 13 and was

attended by representatives from the CBOs receiving the diaper packages, along with some of their clients.



*Department of Health Services Chief Deputy Director Joe Munso joins Quasy Barnes of the Sacramento Monarchs to deliver diapers to families served by local CBOs.*

## ***Health Fairs and Conferences***

**I**n August, Northern California CBO Coordinator Edith Tybo represented BabyCal at the **Sacramento Pow Wow** at O'Neil Park. The family-oriented, cultural event included information booths that offered resources to help residents of rural communities maintain a healthy lifestyle and quality of life. The new Native American poster was introduced at the event and was positively received. (See page 4 for more information on the new poster.) During the three-day event, approximately 2,000 attendees joined the festivities.

BabyCal also participated in the **Kid's Care Fair** held August 21 through 22 at the Arroyo Vista Family Health Center in Los Angeles. The event was designed to promote children's health and offered valuable resources such as health information, free screenings, childhood immunizations and a parental resource center. Southern California CBO Coordinator Tania Watson was on hand to educate pregnant women about the importance of prenatal care and how this contributes to having healthy babies.

Please contact us if you know about health fairs or conferences in your area that can help us further reach families who may benefit from the Campaign. We'll participate in as many as possible each year. Contact your local CBO Coordinator or Pamela Coe at Hill and Knowlton (323/966-5741).

## ***BabyCal Attends Babies R Us Opening***

**B**abyCal, Healthy Families, Access for Infants and Mothers (AIM) and Women Infants and Children (WIC) joined forces on August 15 at the Babies R Us store grand opening in San Jose. The event generated awareness and promoted health programs to families attending the event. First Lady Gayle Wilson participated in the ribbon cutting ceremony and informed attendees about programs available to help keep their families healthy. Campaign materials and information were displayed and distributed during the opening weekend.



*Mrs. Wilson cuts the ribbon at the Babies R Us grand opening ceremony.*

# Welcome New BabyCal CBOs!

Please join us in welcoming 50 new CBOs to the BabyCal Network. Your partnership and active participation in educating your community about the importance of prenatal care will help us in the battle against low birthweight and infant mortality in California.

## Northern California Region

### **Edith Tybo - (916/665-1787)**

*Thank you for joining the BabyCal CBO Network dedicated to educating families about healthy behaviors during pregnancy.*

**Chapa-De Indian Health Program**, Auburn  
**Corning District Teen Parent Program**, Corning  
**East Bay Crisis Pregnancy Center**, Union City  
**Modoc Family Resource Center**, Alturas  
**Napa Valley Adult School - Teen Parent Program**, Napa  
**Perinatal Outreach and Education**, Redding

### **Nadine Roberts - (916/925-7816)**

*We look forward to supporting your outreach efforts to pregnant women and their families.*

**AFLP/Cal-Learn of Solano County**, Fairfield  
**Alameda County Public Health - BIH Program**, Oakland  
**Alpha Crisis Pregnancy Center**, Vacaville  
**Asian Advocacy Project**, San Rafael  
**California Health Collaborative - AIM**, Fresno  
**California Pacific Family Health Center**, San Francisco  
**Chinatown Public Health Center**, San Francisco  
**Dameron Start of Life Center Family Clinic**, Stockton  
**Education Program Associates**, Campbell  
**Latino Coalition for a Healthy California**, San Francisco  
**Planned Parenthood - AFLP**, Napa  
**Pre-School Coordinating Council**, Pittsburg  
**Robertson High School - Teen Parent Program**, Fremont  
**Sacramento Life Center**, Sacramento  
**Seton Medical Center - Mother and Infant Wellness Program**, Daly City  
**Solano County WIC**, Fairfield  
**Vanden High School - Teen Mother Program**, Fairfield  
**Yolo Connection - Sister/Friend Project**, Woodland  
**YWCA WIC**, Sacramento

## Southern California Region

### **Tania Watson - (323/966-5720)**

*Please call me with comments and questions about BabyCal information and outreach materials.*

**Asian Youth Center - Perinatal Program**, San Gabriel  
**Bencheco Medical Group - Pregnancy Program**, Los Angeles  
**Beverly Hospital - Prenatal Program**, Montebello  
**Canyon OB/GYN - CPSP**, Palm Springs  
**Children's Home Society of California**, Palm Springs  
**Clinicas De Salud Del Pueblo**, Brawley  
**Donald Stovall, M.D.**, Los Angeles  
**Dr. Herman A. Carstens OB/GYN**, Corona  
**Dr. Maynard's Medical Clinic**, Los Angeles  
**Greater El Monte Women's Center**, La Puente  
**Growing Expectations/La Dulce Espera**, Paramount  
**Joseph Freitas, M.D.**, National City  
**Medical Group of Paramount**, Paramount  
**Mid-Valley Comprehensive Health Center**, Panorama City  
**My Sister's Keeper, Inc.**, Los Angeles  
**Professional Women's Medical Center**, Lynwood  
**San Judas Medical Group - West**, Los Angeles  
**St. Jude Medical Center**, Fullerton  
**Superior Medical Clinic**, Commerce  
**Tiempo De Los Niños - Family Resource Center**, Palm Springs  
**Ventura High School - Pregnant and Parenting Support Group**, Ventura  
**Women's Medical Center**, Bakersfield  
**Women's Pregnancy and Health Center**, Bakersfield  
**Xavier Family Medical Clinic**, Long Beach  
**Yucaipa High School - Pregnant Minor Program**, Yucaipa

*This brings the number of organizations participating in the BabyCal CBO Network to 480.*

## CBO Spotlights

### ***Chapa-De Indian Health Program, Inc.***

*Kari Donley, Perinatal Case Manager • 530/887-2840*

Since 1972, Chapa-De has been committed to providing access to quality health care programs to as many families as possible to help them achieve optimum health and an improved quality of life.

"No one is turned away," said Kari Donley, Perinatal Case Manager. "If we cannot provide a specific service, we will help the patient obtain access to needed programs and resources." Chapa-De works in cooperation with surrounding counties and provides clients with referrals to local health care and social service providers as needed.

One of Chapa-De's most effective efforts is its "Baby Luv" program. Baby Luv incorporates comprehensive perinatal services and incentive programs to encourage early and ongoing participation in prenatal care, childbirth preparation and postpartum care. A full range of services are offered to clients in one location making quality medical and support services readily available to those in need.

To ensure that every individual has access to medical care, Chapa-De helps its clients tap into a variety of public transportation programs that offer special programs for low-income families. This is especially helpful to those traveling long distances from rural communities. In addition, Chapa-De's public health nurses conduct home visits to those families unable to travel to the center.

Chapa-De also serves as a Medi-Cal Presumptive Eligibility (P.E.) provider. P.E. allows Chapa-De to provide quality care to clients, while they apply for Medi-Cal, to ensure that patients are able to receive care early in their pregnancies.

"We are proud to be a part of the BabyCal Network because we share the Campaign's commitment to educating families about the importance of perinatal care and support during pregnancy," said Donley.

Chapa-De Indian Health Program, located in the city of Auburn, became a certified CPSP provider in 1993 with services administered through the Chapa-De Family Services Department's Maternal and Child Health (MCH) program.



*The Baby Luv staff (left to right) Denice Hill, CPHW; Elizabeth Stevenson, PHN; Kari Donley, LVN/ICCE; Kathleen Peck, PHN and Jan Speer, RD.*

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### ***AFLP/Cal Learn of Solano County***

*Charlene Lavorini, Senior Case Manager • 707/421-2750*

The Adolescent Family Life Program (AFLP), recognized statewide for its contributions in successfully reducing school dropout rates, repeat pregnancies and low birthweight, was introduced to Solano County in 1982. Under the direction of Planned Parenthood, AFLP works in cooperation with the Cal-Learn Program to help improve circumstances for teen parents and their families throughout Solano County.

One of AFLP's most effective outreach efforts is an incentive program created to encourage teens to engage in behaviors that will result in positive outcomes. The use of BabyCal materials as incentive items has helped AFLP in its outreach programs. Clients who attend parenting classes, case management and prenatal care appointments earn various rewards. "Our clients feel a sense of pride and achievement when they are rewarded, but they receive the ultimate reward

of having healthy babies and futures," said Charlene Lavorini, Senior Case Manager.

The program has overcome the challenges of limited funding and resources with the support of programs such as BabyCal. AFLP's efforts continue to result in higher rates of high school completion and childhood immunizations.

AFLP/Cal Learn is funded by the state Department of Health Services, and has 37 providers statewide. AFLP of Solano County provides case management and support services for pregnant teens, teen parents, their babies and families. Services are provided free of charge to approximately 300 teens, ages 17 and under. The Cal-Learn component serves clients, 19 and under, who have not received a high school diploma or its equivalent.

## CBO Spotlight

### St. John's Regional Medical Center

Isabelle Santha, MPH, CHES, Health Education Specialist • 805/988-2619

Located in the city of Oxnard, St. John's Regional Medical Center is a non-profit hospital designed to provide comprehensive prenatal and children's health care services and programs to low-income families in Ventura County.

One of St. John's successes is its "Healthy Beginnings" program, which was created to promote healthy behaviors to achieve optimum health and well-being for new moms and their babies. The program, which began in 1993, includes comprehensive perinatal services, case management, prenatal and postnatal education, breastfeeding instruction and parenting classes in conjunction with their physicians.

Healthy Beginnings includes an incentive program that has proven effective in encouraging teen moms to practice healthy behaviors and improve their chances for a successful future. The program is conducted in conjunction with the Oxnard Unified School District's Teen Parenting Program, providing prenatal and postnatal instruction to pregnant minors. Students may obtain credit toward their high school diploma for successfully completing the Healthy Beginnings perinatal classes. Clients also receive special gifts such as car seats for completing their prenatal care program.

"We are pleased to have BabyCal's support in our endeavors to educate women about the importance of wellness care during pregnancy," said Isabelle Santha, Health Education Specialist and Childbirth Educator. "BabyCal's culturally sensitive materials are unique and a positive influence on our expectant mothers who represent various ethnic backgrounds."

The Center also provides the services of an on-site Medi-Cal eligibility worker who helps patients apply for Presumptive Eligibility Medi-Cal. With the help of 10 dedicated part-time and full-time employees, bilingual educators and a diabetes team, Healthy Beginnings offers a program that effectively monitors the health of patients and their babies.

St. John's Regional Medical Center's Healthy Beginnings program annually serves more than 500 women between the ages of 14-40, of diverse ethnicities. The Center has been a BabyCal Network member since 1994.

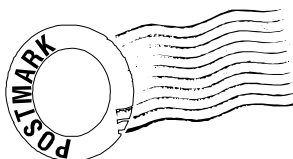


*Expectant teen parents learn about fetal development and the importance of prenatal care.*

## Apply for Medi-Cal by Mail

Pregnant women can now apply for Medi-Cal by mail using the same mail-in application used for children applying for the Healthy Families or Medi-Cal for Children program! (The Healthy Families program provides low-cost health insurance for children.)

Applications are available in 10 languages (English, Spanish, Armenian, Chinese, Cambodian, Hmong, Farsi, Lao, Russian and Vietnamese). Also, trained applicant assistants throughout the state are available at no cost to help Medi-Cal and



Healthy Families applicants complete the application. Your clients may receive an application or be referred to applicant assistants by calling toll free 1-888-747-1222.

In addition, your pregnant clients can apply for Medi-Cal at their county social services office or at a local clinic. Many clinics have county workers that can accept and process the Medi-Cal application and answer any questions.

Please photocopy and post the enclosed flyer in your offices.

## ***Native American Poster Added to Outreach Materials***

**T**he latest addition to the BabyCal Campaign's perinatal outreach materials is a poster that features a Native American family. Development of the new poster was in response to CBO requests for outreach materials that would appeal to the Native American community. The poster debuted at the Sacramento Pow Wow in August.

Please contact your CBO Coordinator or Stephanie Ong at Hill and Knowlton (323/966-5709) to provide input on our outreach materials.



## ***BabyCal Notes***

### **BabyCal Bundles Pilot Program Results**

**T**he **BabyCal Bundles** pilot program was a great success! The pilot was implemented with 22 Central California Network CBOs, reaching 825 prenatal care clients. Participating CBOs were enthusiastic and reported that the pilot program was effective in increasing attendance in prenatal care educational classes. Upon completing the program, clients received a BabyCal Bundle, containing pre- and postnatal care products sponsored by Mattel and Beechnut, and educational information enclosed in a BabyCal tote bag. Participating clients reported that the program motivated them to attend scheduled appointments/classes and gave them a sense of achievement.

### ***Ordering Information/ New Order Form***

**W**ith the expansion of the BabyCal outreach materials and continuing growth of the BabyCal Network, distribution of outreach materials will now be handled by The Mail House, a full-service mail and distribution center. Orders can be placed by simply completing the new order form, included in this issue of BabyCal News, and faxing it to **The Mail House at 916/361-3377**. Orders should be filled and shipped 3-5 days upon receipt. Outreach materials continue to be available free of charge to CBOs. Contact your CBO Coordinator or call Trameika Vaxter at Hill and Knowlton (323/966-5740) for sample packets, additional order forms or to address special needs and requests.

### ***Sponsorship Updates: 99 Cents Only Stores***

**C**ontinuing its two-year partnership with BabyCal, **99 Cents Only Stores** is again displaying BabyCal's multicultural posters and tear-off pad displays in its 57 stores throughout Southern California. BabyCal thanks 99 Cents Only Stores for supporting and extending outreach efforts to expectant women and their families by disseminating vital prenatal care information and messages.

### **BabyCal Campaign Contact Information**

#### **CBO Coordinators:**

Northern California: Nadine Roberts (916/925-7816)  
or Edith Tybo (916/665-1787)  
Southern California: Tania Watson (323/966-5720)

#### **Hill and Knowlton:**

6500 Wilshire Blvd., 21st Floor  
Los Angeles, CA 90048  
Contact: Trameika Vaxter (323/966-5740)  
Fax: 323/782-8195  
Or CBO Director Stephanie Ong (323/966-5709)

#### **Department of Health Services:**

714 P Street, Room 1650, Sacramento, CA 95814  
Contact: Lisa Jackson (916/657-3719)  
Fax: 916/653-9212